Liferay®

Sites

Author, organize, and deliver rich, engaging, and personalized digital experiences across multiple channels and devices.

Liferay DXP provides a comprehensive publishing environment that allows your business teams and developers to deliver personalized digital experiences across multiple channels and devices. You can design a site's appearance, manage site publishing workflows, integrate data and segments, and streamline site creation, making it faster for teams to launch relevant experiences that truly connect with the audiences they serve.

Benefits

Save time and eliminate confusion by creating, organizing, and managing all your sites from one central location.

Quickly design site appearance and ensure consistency with themes, templates, and widgets.

Streamline the publishing and approval process with customized publishing workflows.

Ensure site pages reach the intended audience with built-in support for Search Engine Optimization (SEO).

Optimize content with the Page Audit tool and related performance reports.

Engage your audience in their local language with built-in support for multilingual sites.

Create customer-focused, multichannel experiences faster with functionality that allows marketers and developers to collaborate efficiently.
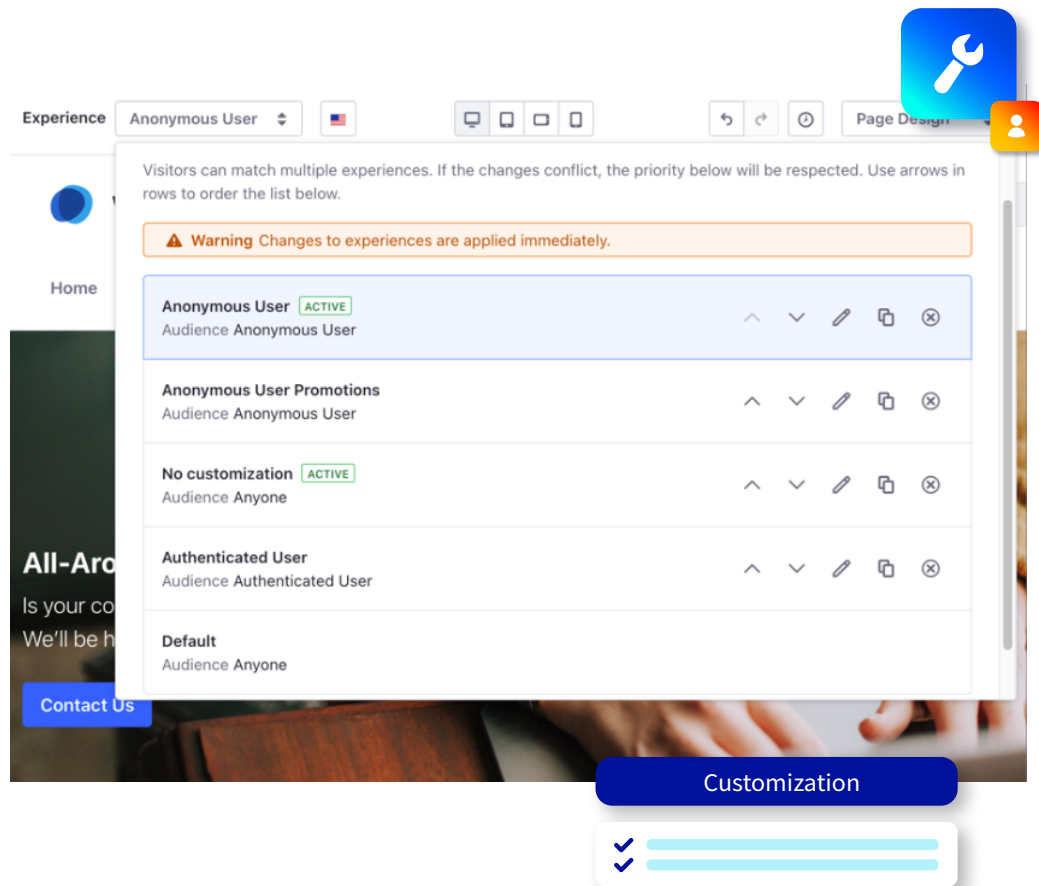
Simplify the creation, organization, and management of multiple online storefronts with product catalogs, templates, and dynamic display pages.

Leverage Liferay's Site Capabilities to:

Create New Sites and Pages

Liferay DXP includes all the tools you need to build sites and create pages. Sites are a fundamental component of Liferay DXP and can be defined as a collection of pages that contains content applications that provide additional functionality.

- Create a site according to your own unique needs or start with an existing site template, which includes a predefined set of pages with applications. Additionally, you can also build site and page templates for content authors and marketers to use.

- Liferay DXP's Content Management System (CMS) offers a variety of tools to create, manage, and display content of many types, such as blogs, documents, and web content articles. You have the ability to publish a mix of contents, manage the way assets can be displayed, and get control over the experience of your users. Learn more about Liferay's CMS at here.

- Customize and design your site appearance with the tools provided by Liferay DXP, where you can define different elements for your pages to modify the way they look, with fragments and widgets. You have the ability to create independent layouts on every page while still maintaining a consistent experience throughout your entire site using Style Books.

- Organize pages into hierarchies to achieve the desired structure for your site. This can be done by directly adding child pages to an existing page or by reorganizing existing pages into parent/child relationships. You can also create custom navigation menus for site pages and content.

- Liferay DXP supports localization by language, time zone, and more. The English (US) language translation and GMT time zone are the defaults, but DXP has over 40 translations and can be set to any time zone. Localization is scoped for virtual instances, widgets in each instance, and individual users.

- Personalize site experiences for different users based on user segments. Tailor pages to display different content based on who is viewing the page. Learn more about personalization here.
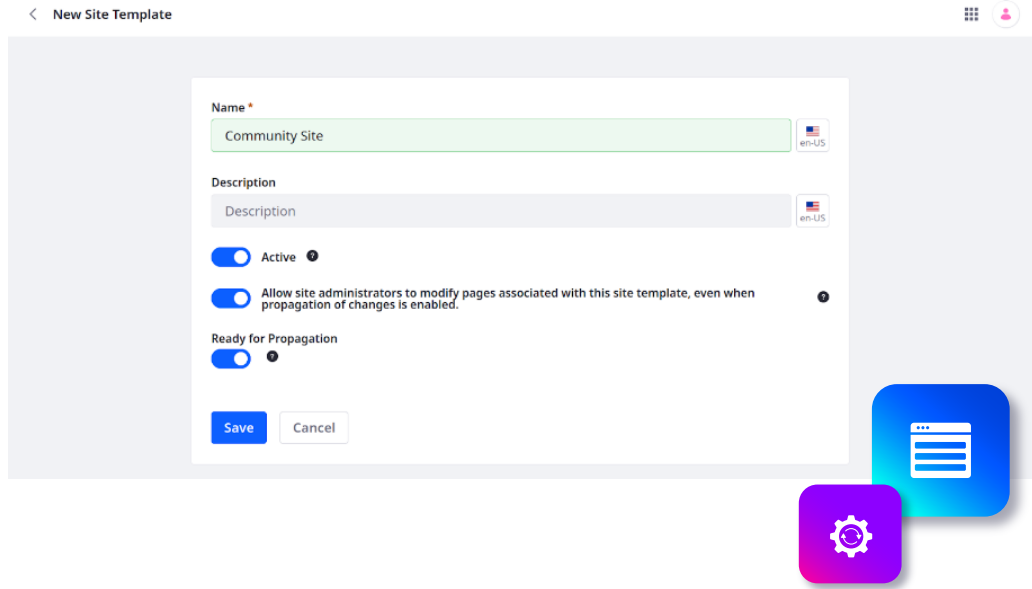
Ensure Consistency with Templates

Liferay provides site templates for designing structures and content that you can use during site creation. Each template includes most standard site applications for adding pages, stylebooks, web content, and more. Sites created with a template inherit all of its data.

Once you've created a site using a template, you can make changes to the template's pages and automatically propagate those changes to connected sites.
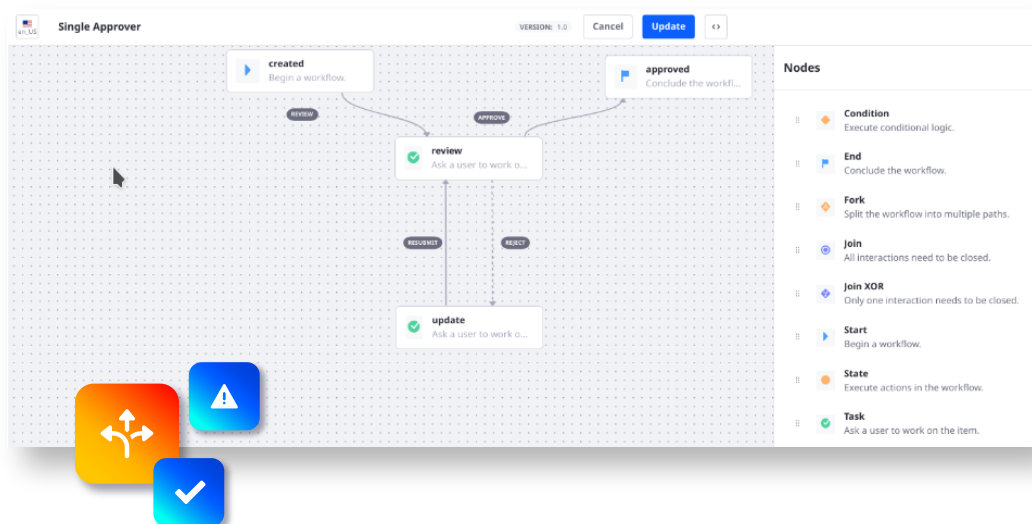
- Create a site according to your own unique needs or start with an existing site template, which includes a predefined set of pages with applications. Additionally, you can also build site and page templates for content authors and marketers to use.

Liferay also provides page templates to standardize and accelerate the creation of new pages. The platform provides templates for Widget, Content, and Display Pages. You can also create Master Pages to propagate specific layouts to pages. Areas can also be "locked down", ensuring that users can't accidentally edit a section that can't be changed; for example, a footer.

Improve Publishing Workflows

Gain better control of the changes you make to your site before publishing. Improve efficiency with publishing workflows that ensure approved changes are validated before going live. Liferay DXP provides a working environment to make changes to the site contents before publishing to your live environment. Modify your content and pages first in the working environment before publishing on your live site, whether individually or all together.

Deliver Multichannel Experiences

With Liferay DXP, you don't have to build digital experiences from scratch. Using an extensive collection of integrations, connectors, and APIs, you can quickly connect to a wide range of systems and data sources to provide your customers, partners, employees, or other users with a unified experience that makes it easy for them to accomplish their goals.

Liferay provides a suite of APIs that allow you to connect securely, work with any client and keep data size manageable, so you can use it as a Headless Platform. There are three different approaches available for clients to connect to Liferay DXP using web APIs:

- Headless REST APIs
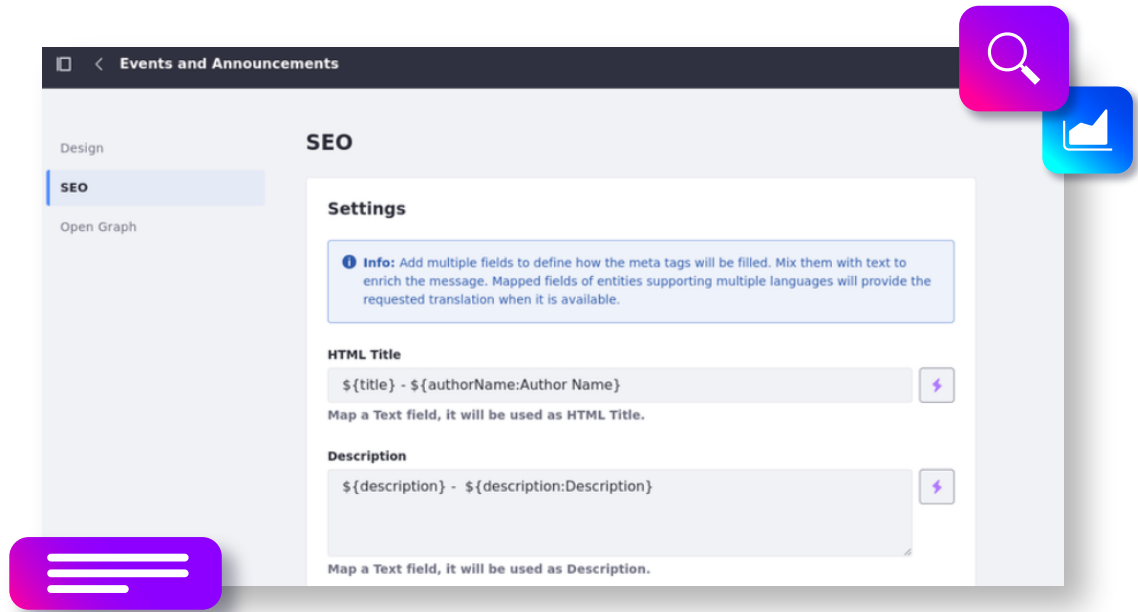
- GraphQL API

- Plain JSON Services

Improve Site Navigation

Make your site easy for users to navigate. Liferay DXP separates your site's navigation menus from its page hierarchy to give you the flexibility you need, along with powerful search tools to make content and pages easier to find. Learn more about Liferay's Search capability here.
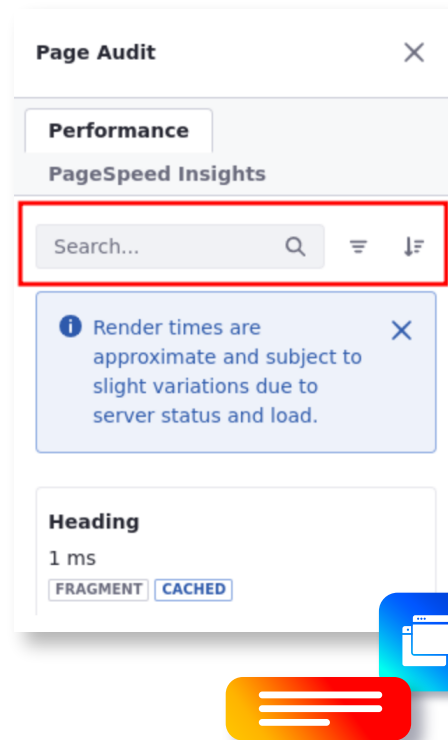
Optimize Sites

Liferay DXP provides multiple tools and features to optimize your site, including:
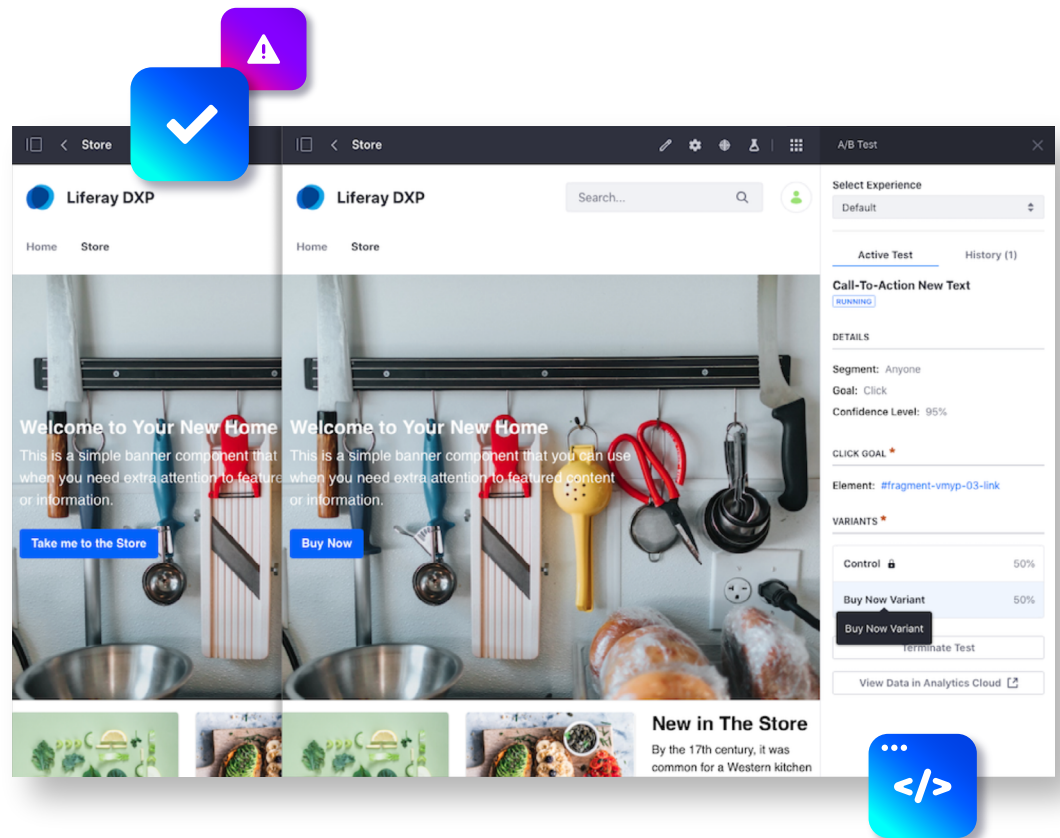
- **Search Engine Optimization (SEO)** refers to the strategies used to improve your Page's ranking on a search engine results page. Set friendly URLs for your site to not only make it easy for customers to recall but also optimized for search engines and other tools crawling your site. Use Display Page Templates to quickly display individual content items at a dedicated URL. These layouts are built using both Fragments and Widgets and can be created for Web Content Articles, Documents, Blog Entries, and more. Each template has its own SEO and Open Graph settings that can be filled out both manually and dynamically.

- **Page Audit Tool** to examine your Page's SEO and accessibility. This tool uses the Google PageSpeed Insights service, providing specific recommendations for Liferay DXP. Content authors can verify that Pages are optimized for search engine indexing and visibility, so they rank better in search results and reach the right audience. On the latest version of Liferay, you can also check the page's compliance with accessibility practices, getting recommendations on how to improve usability and overall experience.

- **A/B Testing** to determine the most effective version of your pages by testing variations on different users. The majority of visitors see the current content and design of your page, while a select group sees an alternative Variant. You can then test the performance of the current page and the variant to determine which version performs better for a given goal, such as bounce rate or clickthrough.

Next Steps

Sites is just one of the out-of-the-box features that Liferay DXP provides. On a single platform, you can leverage Sites alongside many other native capabilities to build current solutions and future ones, as your business needs expand. To view all of Liferay's capabilities, visit: liferay.com/capabilities.

Ready to see how you can build excellent digital experiences on Liferay DXP? Get your demo at liferay.com/request-a-demo.

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